



Published For The People Who Make CityStuff Come Alive

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CityStuff to "March" into 53 Classrooms in 2005



We'll be putting a bright CityStuff "spring" in the step of close to 1,100 third-grade students in Carlsbad, beginning in March 2005.

Retiring Assistant City Manager, Frank Mannen, who conceived CityStuff, states, "It is gratifying to think that what began as a small pilot project to bring a curriculum in local government to nine classrooms during Fall 2002 is now a full-scale annual program in which we will reach 53 classrooms in 11 schools throughout Carlsbad this spring."

Mannen attributes the program's success to the innovative Junior Achievement/City of Carlsbad partnership, generous corporate sponsors, hospitable school principals and teachers, and dedicated volunteers.

"We began with a goal of introducing students to their Carlsbad world," he reports. "We are succeeding in helping children and their families - as well as the three school districts in Carlsbad - get informed about and feel connected to their city."



La Costa Meadows and Calavera students kids dress up to do the Carlsbad Rap at a 2004 City Council recognition of CityStuff sponsors.

Volunteer Spotlight: Heidi Heisterman



Heidi Heisterman, a longtime City employee, was one of the first intrepid folks to sign up for CityStuff in 2002. Now preparing to start her fourth session as a volunteer, Heidi recalls, "I thought CityStuff would be a great way for me to connect with Carlsbad children in a new and exciting way."

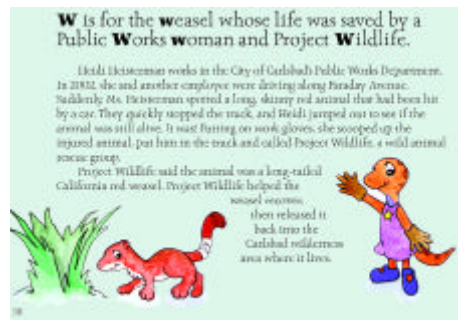
Heidi enjoyed her first experience so much, she became a perennial volunteer. Last year, she taught in Mrs. Goetz's Calavera classroom. "That was really special, because my daughter, Kayla, was in the class."

This spring, Heidi will again be bringing her knowledge of the City and enthusiasm for children to a group of fortunate third-graders. "Each class is different," she opines, "but they all welcome us and treat volunteers like celebrities."

Heidi has become a celebrity on campus. One day might find her calling the Streets Electrician on her radio so he can speak over the air waves to the class. Another day you'll see her loaded down with baseball caps and other paraphernalia so her kids can get down singing the "Carlsbad Rap."

Heidi relates, "Last year, I was on the playground when I heard a bunch of kids go by. They were singing the first line of the Rap: 'Carlsbad is a general law city.' That's when I knew we were really getting through to them!"

For a fun, rewarding opportunity of a lifetime, call Marilyn Campbell at (760) 439-3716 to learn about how you can be a CityStuff volunteer.



Heidi Heisterman isn't only a star in the classroom. She has her own page in the Carlsbad Short Tales curriculum book.

Join the Team

Ready to get on the CityStuff bandwagon as we head into the spring curriculum? Great! You are invited to ...

- Serve as a valued volunteer, visiting a single classroom one hour a week for six weeks to teach fun, hands-on activities.
- Make a guest appearance in a classroom, speaking to youngsters eager to hear about your job and work in the community.
- Become a sponsor, helping to make CityStuff come alive through a cornucopia of teaching materials.

For more information, please call Marilyn Campbell at (760) 439-3716 or Marion Paul at (619) 682-5155.

2004-05 CityStuff Sponsors

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The City of Carlsbad and Junior Achievement join in thanking the businesses and foundations that make CityStuff possible. Our appreciation goes out to those who have supported the program from its inception, to those whose support continues this year, and to our valued new sponsors.

